Christmas 1991 Gift Mail Campaign
Profit and Loss Summary
Data as of 12/31/91

Tom White + 1/15/92

PRODUCT SALES			
Subscriptions	2,238		
Books	407		
Products	189		
TOTAL UNITS	2,834		
REVENUES			% REVENUES
Subscriptions	$44,332		82.09%
Books	$7,509		13.91%
Products	$2,160		4.00%
TOTAL REVENUES	$54,001		100.00%
PRODUCT COSTS			
Sub Fulfillment	$12,309		27.77%
Books	$5,586		74.39%
Products	$1,553		71.88%
TOTAL PRODUCT COSTS	$19,448		36.01%
GROSS MARGIN			
Subscriptions	$32,023		72.23%
Books	$1,923		25.61%
Products	$608		28.13%
TOTAL GROSS MARGIN	$34,554		63.99%
MARKETING COSTS			
Production	$1,500		2.78%
Mailing	$18,347		33.98%
TOTAL MARKETING COSTS	$19,847		36.75%
NET PROFIT			
Subscriptions	$13,629		30.74%
Books	$818	$1,628	10.90%
Products	$259	$567	11.97%
TOTAL NET PROFIT	$14,707	$15,824	27.23%

1990
32,334

Note: SUBSCRIPTIONS SALES includes net responses for New Self Subs,Self-Renews, New Gifts and Renew Gifts

Note: BOOK AND PRODUCT SALES come from brochure insert into first effort mailings. Products include T-shirts and postcards.

Note: % REVENUES equal to amount in row column B divided by item REVENUES or TOTAL REVENUES.

Note: SUBSCRIPTIONS REVENUES includes net amount for New Self Subs,Self-Renews, New Gifts and Renew Gifts

Note: SUB FULFILLMENT COST based on $5.50 per sub.

Note: BOOK PRODUCT COST includes 50% of revenues for actual product cost and shipping, plus $3 for postage and Publisher's Services plus $1.50 for processing.

Note: PRODUCT COST includes 50% of revenues for actual product cost and shipping, plus $1 for postage plus $1.50 for processing.

Note: MARKETING PRODUCTION COSTS are based on 100 hours @ $15/hour.

Note: NET PROFIT is allocated to subs, books and products by deducting a percentage of marketing costs from Gross Margin. Percentage is based on items % of Gross Margin.

Note: NET PROFIT figures for Books and Products in second column are based on KJ's gross net figures of $4 per book sold and $3 per product sold.

Gift Campaign Analysis
1991 Mailing Responses through 12/31/91
Tom White + 1/15/92

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I'll write up a report + recommendations for 92 campaign in Feb. T

Audience	Mail Code	Quant	Mailing Cost $	Net New Gifts	Net New Gifts % Resp	Net Self Renew	Net Self Renew % Resp	Net Gift Renew	Net Gift Renew % Resp	Total Net Subs	Net$ Rev	$ Rev Per M Mailed	Gross$ Profit	Gross $ Profit Per Sub
Effort/Drop Date														
E1AO/10-15														
68-71 Subs&Giftees	SX1E	4,782	1,934	30	0.63%	63	1.32%	4	0.08%	97	1,868	391	-66	-0.68
Current Subs72-74	SX1C1	4,799	1,941	58	1.21%	72	1.50%	6	0.13%	136	2,995	624	1,054	7.75
Subs & Giftees75+	SX1F1	13,732	5,553	275	2.00%	209	1.52%	28	0.20%	512	10,546	768	4,993	9.75
BookBuyers	SX1B1	1,499	606	11	0.73%	15	1.00%	0		26	480	320	-126	-4.85
SUBTOTALS		24,812	10,033	374	1.51%	359	1.45%	38	0.15%	771	15,889	640	5,856	7.59
E2AO/11-7														
Current Subs72-74	SX1C2	3,979	1,418	64	1.61%	41	1.03%	8	0.20%	113	2,232	561	814	7.21
Exprng Giftees72-74	SX1G	2,548	908	35	1.37%	24	0.94%	3	0.12%	62	1,104	433	196	3.16
Subs & Giftees75+	SX1F2	12,852	4,579	261	2.03%	97	0.75%	33	0.26%	391	7,404	576	2,825	7.22
SUBTOTALS		19,379	6,905	360	1.86%	162	0.84%	44	0.23%	566	10,740	554	3,835	6.78
E1+E2 SBTTL		44,191	16,938	734	1.66%	521	1.18%	82	0.19%	1,337	26,629	603	9,691	7.25
E1CG/10-15														
Dnrs w/Exp Gfts72-74	Sx1D1	1,744	679	87	4.99%	99	5.68%	446	25.57%	632	12,563	7,204	11,884	18.80
E2CG/11-7														
Dnrs w/Exp Gfts72-74	SX1D2	1,548	731	51	3.29%	32	2.07%	186	12.02%	269	5,140	3,320	4,409	16.39
GIVERS SUBTTL		3,292	1,409	138	4.19%	131	3.98%	632	19.20%	901	17,703	5,378	16,294	18.08
GRAND TOTALS		47,483	18,347	872	1.84%	652	1.37%	714	1.50%	2,238	44,332	934	25,985	11.61